



JAMIE  
ADERSKI

[LinkedIn](#)

[JamieAderski.com](http://JamieAderski.com)

## PROFESSIONAL SUMMARY

Experienced, data-driven, and highly creative copywriter with over 7 years of expertise in dynamic digital media and tech start-ups with a background in comedy writing and entertainment. Adept in content creation, creative direction, branding, and comprehensive content strategy. Proficient in crafting compelling, multi-platform, long and short form messaging, encompassing CTAs, persuasive ads, CRM emails, lifecycle marketing, user-friendly UX copy, and captivating branded content, thought engaging editorial articles, impactful social media campaigns, and entertaining scripted video content.

## SKILLS

- Cross-Functional Collaboration
- Brand Messaging
- CRM Email & A/B Testing
- Content Development & Writing
- SEO Strategies
- WordPress, Figma, Canva
- Advertising Copy
- Research
- TikTok, Social Media

## EXPERIENCE

Senior Copywriter

March 2023 - Current

NETWORX | New York, NY

Marketing: In-house copywriter across all platforms for B2C, DTC, B2B – Lead generation marketplace tech company connecting homeowners to pros since 2004.

- Write effective, goal-oriented copy for every stage of the marketing funnel, from awareness through advocacy across all media.
- Orchestrated a comprehensive lifecycle content strategy, including CRM flow and UX copy redesign, to enhance user experiences and boost conversion rates.
- Tailored sales messages to specific consumer segments, adapting tone and language for targeted messaging.
- Pioneered the implementation of content request and review guidelines, streamlining collaboration and improving efficiency across teams.
- Spearheaded a highly effective editorial-style homeowner email marketing content strategy, resulting in increased Click-Through Rates (CTR), inquiries, and sales.
- Established and maintained brand language guidelines across teams to ensure brand consistency.
- Developed campaign content for diverse industries, demonstrating versatility in writing for different niches.
- Maximized the utility of available copy space through strategic word selection and precise detailing, optimizing the impact of UX copy.

Senior Email Editor & Strategist

May 2022 - February 2023

MOTHERLY | Remote

Marketing & Brand Growth – Digital Media company with over 30M active users.

- Elevated email performance: Increased open rates from 37.9% to over 60% and grew page views by 219% monthly.
- Forged consistent brand voice across platforms, optimizing email content, CTAs, and marketing materials for brand consistency and user engagement.
- Pioneered captivating newsletter content: Weekly creation with e-commerce, editorial, and branded elements, driving web traffic.
- Streamlined branded email creation, delivering higher-quality results efficiently.
- Contributed to editorial priorities, aligning with industry best practices.
- Leveraged online and social media for research.
- Collaborated with design team, ensuring consistent branding.
- Developed reader-focused, compelling content ideas.

Senior Copywriter & Branded Content Editor

April 2020 - May 2022

TINYBEANS & RED TRICYCLE | New York, NY

Branded Content Studio – Digital Media company merged with start-up app reaching 26M monthly.

- Produced a high volume of customized email, social, digital, and editorial branded content across diverse industries including film, toys, pharmaceuticals, beauty, food, baby, kids, and travel. Notable partners include Walmart, Amazon, Apple, Netflix, and Google.
- Led brainstorming sessions, pitched compelling content and campaign ideas, and efficiently delivered high-quality materials within tight deadlines.
- Enhanced creativity by adapting to evolving audience preferences and cross-functional requirements.
- Ensured client satisfaction through open communication and feedback-driven draft revisions.
- Set records for the most repeat clients in company history, surpassing sales goals in both 2020 and 2021, with a remarkable 25% engagement increase in Q4.

Freelance Script Writer & On-Camera Talent

December 2019 - December 2021

Poltzer Creative | New York, NY

- Collaborated with production team and clients, conceptualizing, writing, and editing scripts for digital and social media and acting as on-camera talent.
- Added input for final edits made and sent to client.

Freelance Copywriter & Content Strategist

December 2019 - April 2020

TINYBEANS | New York, NY

Marketing – Family photo-sharing tech start-up app

- Orchestrated a brand voice and tone rebrand in preparation for the merger of Tinybeans and Red Tricycle, establishing a cohesive brand identity.
- Efficiently refreshed and managed a weekly Instagram Influencer Takeover campaign and successfully boosted brand engagement.
- Conceptualized and authored captivating campaign content for the Brand Partnerships team, encompassing editorial and review-style articles, newsletters, SMS, video, and social content.

- Successfully pitched, authored, and delivered diverse content formats (video, social, and UX) aligning with the Tinybeans brand identity.

Artistic Director

December 2017 - December 2019

THE PEOPLES IMPROV THEATER | New York, NY

- Produced and managed the Improvisation House Team program spanning two stages for this original comedy theater started by a Saturday Night Live alum.
- Led auditions, placement of talent, provided feedback, and mentored 100+ performers throughout each season.
- Crafted curriculums and taught improvisation and writing classes and workshops.
- Constructed and led corporate improvisation workshops, tailoring curriculums to individual client needs.
- Noted as “...a master (improvisation) teacher” —*New York Magazine*.

Freelance Script Writer & On-Camera Talent

August 2016 - October 2019

Parents, Dotdash Meredith | New York, NY

- Conceptualized, wrote, directed, and starred in a viral video for Parents digital media with over 2.4 million views.
- Aided in the creative direction and acted as host for Pregnancy Week-By-Week digital series.

## EDUCATION

B.S - Psychology

FORDHAM UNIVERSITY, New York, NY

Summa Cum Laude, National Honor Society, Psi Chi (International Honor Society in Psychology)

## PORTFOLIO LINKS

### [WEBSITE](#)

[TINYBEANS EDITORIAL](#)

[MOTHERLY EMAIL \(May 22'-Feb 23'\)](#)

[VIRAL VIDEO SCRIPT WRITING & EDITING \(1\)](#)

[VIDEO SCRIPT WRITING & EDITING \(2\)](#)

[VIDEO SCRIPT WRITING & EDITING \(3\)](#)

[PERSONAL PROJECTS: TIKTOK VIRAL VIDEOS](#)

[PERSONAL PROJECTS: COMEDY WRITING](#)